

Petersburg
Delivery Wagon.

Our Delivery Wagon is running daily in Petersburg, and we deliver all purchases to the doors of our customers in Petersburg without extra charge.

and the prices we have been able to make by our months of planning and contracting. There are some things here which we did not have last week. The specially new Wilton Velvet Carpets, some extraordinarily low-priced High-Grade Mattings, and Oil-Cloth Tracking Crash very near half price.

The Carpets are pretty enough to look at, even if you have no idea of buying, and they will be shown to you with pleasure.

Reversible Plaid Back Golfings,

solid color cloth, with plaid back to make the shirt without lining. We are the first to show them here, and by our forethought in placing orders for them early we can now sell them for less than to-day's wholesale price. Out-of-town patrons are strongly advised to write for samples and lay in a supply before the great demand comes—when prices will go higher. Prices \$1 to \$4 yard. This is but one of the new Fall Dress Goods now ready.

39 patterns of the newest fifty-cent Plaids, which are real rivals of one do. or styles. Spec. offering here for yard, 33c.

17 colorings of Pure Wool Venetian Cloth, bought under special conditions. Sale at, 50c. yard.

Fall Silks.

A new and handsome collection. Tumbling in daily—these new Silks. We never gathered with such a lavish hand before. Now we're determined this shall be the Silk stock of this town.

The Black Raised Cord Taffeta, made to retail at \$6. a yard, here 49c.
The New Colored Raised Cord Taffetas, in a line of the latest and richest colorings, made to retail at \$3.75 a yard, here 51c.
All Pure Silk Black Taffeta, 36 inches wide, the regular price \$1.25 the yard, for 85c.
Colored Plaid Black Silk, in six colorings, a regular 25c. silk, for 25c.

Elegant New Black Crepons.

110 pieces fresh from Europe are ready for selling. Some things altogether out of the common—representing the prettiest fabrics of the foreign mills—the outcome of the largest transactions made many months ago—impossible to duplicate now or hereafter.

What would cost \$1.25 now we sell for 90c.
What would cost \$1.75 now we sell for \$1.25.
What would cost \$2.25 now we sell for \$1.75.
What would cost \$2.50 now we sell for \$1.95.
What would cost \$3 now we sell for \$2.
What would cost \$3.25 now we sell for \$2.25.
What would cost \$3.75 now we sell for \$3.
What would cost \$5 now we sell for \$4.

Also, these new Black Dress Goods, which represent masterful merchandising and are irritating competition.

68-inch wide Wale Pequin Diagonal, 25. inch All-Wool Fine French Schastopol, and Mervelous Suitings. These are the best 11 values on sale at 75c.
62-inch Genuine English Cheviot, 50. inch Extra-Fine Imperial Serge, 85c.
The \$1.25 grades, for 81c.
62-inch Silk-Finish French Cloth, 51. inch Heavy French Cheviot Serge, 42. inch Raised Cord French Pique, 85c.
French Broadcloth, full 32 inches wide, Imported to sell \$1.20 the yard, \$1 here at 81c.
44-inch Silk-Finish French Cloth, 51. inch German Serge (Cord), 81c.
Camel-Hair Cheviot, Special price for this sale, \$1.25.

Sample Cap Sale.

If you come to this store for nothing else this Cap Sale should bring you if there is a baby in the house. Here are exactly 146 Caps for this fall, of silk and such other material as fall caps are made of. They are samples carried by three traveling men for their respective houses. Caps made up to sell from 50c. to \$4. These are divided into different lots at various prices, from 19c. to \$1.49. (Sale Infants' Department, second floor.)

Men's and Boys' Pure Linen Collars, 50 Cents Per Dozen.

Twice every year the largest laundry in the greatest collar-making city of the world sells out to us the collars which the man- facturers refuse to accept from them, which for the slight- est reasons were not laundered perfectly. These collars include a majority of the staple brands of collars made to retail from 10 to 25c., and being of this season's make naturally comprise among them the very latest styles. The exact quantity shipped us in round figures are 825 dozen—9,000 Collars, sizes 12 to 17, and we shall sell them in dozens only, at a choice of 50c. a dozen. At this price we will not break packages. You must buy one dozen of a size and style, and if you pick out the best in the lot you get \$1.20 worth, and if you pick out the best in the lot you get \$2.75 worth for 50c. Isn't this extraordinary value giving? Every collar is guaranteed pure linen or may be returned and price paid will be refunded.

Men's New 75c. and \$1 Shirts for 35c.

In conjunction with this sale of Collars we have received from same source about 1,000 Men's Stiff-Bosom Percale Shirts, with separate cuffs and some with attached collars, and with such slight imperfections in laundering we doubt if you would notice them unless your attention be called thereto. These are Shirts the manufacturer sells to retail for 75c. and \$1. You may pick from 35c., or 3 for \$1 them at a choice of.

Lace Curtain Specials.

Heavy Scotch Net Lace Curtains, deep lace border, scalloped edge, plain center, 4 yards long, a pair, \$5.
Light Irish Point Curtains, with ruffled borders, plain net center, 2 1/2 yards long, pair, \$3.99.
10 different styles of Fine Nottingham Lace Curtains, Eru and White, all the new patterns, 2 1/2 yards long, extra wide, locked-stitched edge, \$2.75.
8 different styles of Nottingham Lace Curtains, double thread, heavy, white borders, plain and figured centers, locked-stitched edge, 2 1/2 yards, full width, regular value \$2.50, for, \$1.75.
12 different styles of Eru and White Nottingham Lace Curtains, in fish-net weaves, 2 1/2 yards long, regular \$1 with, pair, \$3.99.
2 1/2 yards long, taped edge, 39c. pair.
Silk Draperies, 30 inches wide, all colors, a yard, 49c.
French Satene Draperies, nearly 1 yard wide, suitable for draperies and window curtains, a yard, 12c.
Silkoline and Golden Draperies, 75 different styles and colors, a yard, 7c.

THIS TRADE SALE OF CARPETS

Has Been Endorsed as Never Before.

The second week of The Meyer Store's truly great offering of Carpets commences with the opening of the doors to-morrow (Monday) morning, and its first week showed a greater volume of business by one-third than has ever been done here before. For this great success we thank you—for we know it means an appreciation of the more than excellent stock we have brought to Richmond, and the prices we have been able to make by our months of planning and contracting. There are some things here which we did not have last week. The specially new Wilton Velvet Carpets, some extraordinarily low-priced High-Grade Mattings, and Oil-Cloth Tracking Crash very near half price.

THESE ITEMS RELATE TO THE CARPET SALE:

Wilton Velvet Carpet for 75c. yard. You may select here from a quality which is to-day known as the biggest bargain in Wilton Carpet. The line of patterns is something exquisite, including patterns for parlors, libraries, dining-rooms, chambers, with or without border. Bordered Brussels Carpets—a line of patterns which are handsome enough for parlors and best rooms in the house, and a quality readily salable at 75c. here now—55c.
Royal Wilton Carpets—the most magnificent production of the American mills—are here in an assortment of patterns for parlor, library, dining-room, and always sell at \$1 the yard, for, per yard, 12 1/2-20.
The finest makes of Smyrna Rugs—33. Five-piece Size, 44.50.
Sofa Size, 47.
Largest Size, 47.
Small Mats to match all patterns.
Reversible Smyrna Mat Rugs, mottled patterns, with fringe, 8c.
Smyrna Mats, all wool, bordered edge, 25c.

The very best Mattings, 25c. yard. We give you here now a choice from some of the very best qualities of Matting imported—one of the results of our great purchase for this sale. The lot includes 21 patterns, Japanese and Chinese make, broochy small weaves, large weaves, and inlaid patterns.
Elegant Axminster Carpets of the celebrated Hartford make; also, including Smith's make, of which none stand higher for wear; selling here, per yard, 100c.
Genuine Body Brussels Carpets, comprising every choice design, per yard, 75c.
Fine Japanese Matting, every yard woven on string warps, thoroughly dried and seasoned; beautiful small patterns—Red, Blue, and Green Checks, interweaves, and other designs—Matting this season sold 50c. yard. The story of how we obtained these is too long. Price of these now, per yard, 12 1/2-20.
The heaviest China Matting—12 1/2-20. These are the longest wearing kind—is thick enough to use on opposite side. There are eleven patterns in the lot—a roll of forty yards weighing 50 pounds.

These are only to sell by the roll for \$7.90—a little more than 12c. a yard.
In the recent purchase of Oil-Cloth Tracking Crash we believe there is enough yards to supply every house in Richmond. With this tremendous quantity came extremely low prices.
Lot 1—Oil-Cloth Crash, half yard wide, figured, light and dark ground; sale, per yard, 30c.
Lot 2—Comprises a great assortment of the very best Oil-Cloth Tracking made, selling up to 12 1/2-20, borders and all colors; selling here, per yard, 50c.
You have bought Window-Shades, and can buy them to-day. Hundreds of them at 25c. each, but we are selling during this sale most extraordinary shades at this price. They are hand-colored, opaque, which means that all colorings are put on by hand, and, consequently, sun-fast. They are mounted on strong rollers and every shade with fixtures complete, 25c.
An ordinary made Shade, solid colors, complete, per set, 90c.

Wall Papering

is done on modern principles here. We simply adapted dry goods methods to wall-paper business by buying in large quantities and saving wholesaler's profits, and accepting moderate profits for ourselves. These reasons, together with the fact that we are constantly receiving new patterns, are how we built up the largest paper-hanging business in town. We ask you simply to compare this week's offerings with what you can buy them anywhere else.

1,500 rolls Beautiful Glimmer Paper, for chambers, sold for 12 1/2-20, 7c.
2,500 rolls High-Class Gilt Papers, for parlor and dining-rooms, 10c.
A few designs in Tapestries, sold for \$1.25 roll; this lot, 69c.
We can show you all the latest designs and colors in Burlaps, Leathers, Buckrams, METALLIC THREAD GOODS, in fact, everything in a high-class line of Interior Decorations.
Paste by the bucket, 19c.

New Golf Capes.

The sensation of the week is our special sale of Golf Capes, of which a sufficient quantity is here at present for your selection.

At \$2.50 A Plaid Back Golf Cape, solid color face, with hood and fringe. Such Capes have heretofore sold as high as \$6.
At \$5.00 Golf Capes, made of imported plaid shawls, solid color face.
At \$7.50 Golf Capes, made of imported plaid shawls, with hood, fringe, and flounce. Others \$8.50 and \$10.

The Meyer Store Basement

invites you to something a little out of the ordinary this week. These special purchases noted below are the results of purchases from wholesale houses who are anxious to dispose of lots before taking inventory.

White China Dinner and Breakfast Plates, each, 4c.
White Tea Cups and Saucers, two shapes, choice, per pair, 4c.
Meat Dishes, 10-inch size, regular 15c., for 7c.
Large Fancy White Water Pitchers, 10c.
Imported Decorative China Dinner Plates, very fine quality, regularly \$2. for per dozen, \$1.25.
Handmade-Decorated Covered Dishes, gold lined, regularly \$1.50, for, each, 75c.
White Fruit Salads, regularly 30c. per dozen, for, 19c.
English Semi-Porcelain 100-piece Dinner Sets, large-size dishes, for, \$4.50.
Carved China Dinner Sets, containing 111 pieces, all dishes festooned, regularly \$19.50, for, \$12.50.
Haviland's newest decorations and shapes in Dinner Sets, 100 pieces, stippled gold, for, \$24.50.
12-piece Underglazed Decorated Toilet Sets, with large bowl and Soap Dish, for, \$3.98.
Handsome Underglaze Decorated Toilet Sets, with large bowl and Pitcher, for 19 pieces, \$1.98.
Sugar Dishes, Cream Roll Bowl and Underglazed, Decorated, Shipped Gold 12-piece Toilet Sets, \$3.98.
Footed Imitation Star Cut 1-2-gallon Water Pitchers, Heavy Frosted Glass Water Bottles, regularly \$2. for, 9c.
Large Round Bowls, for fruit or nuts, 9c.
Thin-Glazed Engraved Tumblers, regularly 75c. per dozen, for, 45c.
Dishes, each, 1c.

Silverware and Cutlery.
Regardless of manufacturer's advances on the price of Silverware, we can sell cheaper than ever, having placed a large order before the advance.
Sugar Dishes, Cream Roll Pitchers or Sugar Bowls, that were regularly \$1.50 each, for, each, 95c.
Extra-Heavy Engraved Water Dishes, triple plate, regularly \$1.75, for, \$1.35.
Claret Jug, with silver collar on top, \$1.25.
Silver-Plated Peppers and Salts, per pair, 9c.
Rhony-Handled Knives and Forks, regularly 30c. per set, for, 50c.
Rosewood Double-Handled Knives and Forks, Sheffield steel, regularly \$1.50, for, per set, 75c.

Special Sale Brushes.
Solid Back Hair-Brushes, mixed bristles, 12c.
Solid Back Black All-Bristle Hair-Brushes, regular 20c. value, for, 10c.
Solid Back, Hardwood, Polished All-Bristle Hair-Brushes, 10c.
Polished Satin Wood Scrubs, bristle mix, 15c.
Famous Golden Eye-Glasses and Spectacles, straight or riding bow frames, extension nose-piece, Fox patent nose, in leather case with every pair, 50c.
Gold Alloy Eye-Glasses and Spectacles, identical styles and kind, that are so widely advertised at 80c. with case and silk guards, 25c.
High-priced Eye-Glasses are a fallacy, for thousands of Richmond's best citizens can testify that they have been fitted here, and the glasses give as much satisfaction as those that cost three to four times as much.
Rimless Eye-Glasses, any size, from weakest to strongest, highly tempered, gold-toned springs, alloy crystal lenses, a pair, 50c.
Patent Rational Toothbrushes, 12c.
New Sanitary Toothbrushes, 12c.
Celebrated Keep-Clean Brushes, long bristle, elegant lady's brush—it gets to the roots, 95c.
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Celebrated Keep-Clean Brushes, long bristle, elegant lady's brush—it gets to the roots, 95c.

The New Imitation Silk Linings.
Richer in color and finish than near-silk, and hard to detect from finest silk, per yard, 19c.
New French Percale, every color, 10c.
Yard-Wide, Silk-Finish Morine, 15c.
Skirting Satine, every bright color, per yard, 15c.
Shrunken Duck, black and colors, per yard, 15c.
Canevas, Black, Blue, and Brown, 6c.

New Exchange Desk.

With the view of making the exchange of goods and refund of money an easy matter there has been established on each of the four floors an exchange desk, where goods bought will be exchanged or price paid refunded.

EVERYTHING FOR EVERYBODY

CARLISLE'S Celebrated \$3 and \$3.50 Shoes \$2.50 are selling here for.

Another one of our trade deals is here brought to your attention. The Carlisle Shoe Company have for years been making the best lines of most durable and most stylish Shoes for ladies' wear which were retailed in our town at \$3 and \$3.50. Through some little sacrifice of profit on both our part and their part—both of us realizing how many more pairs could be sold—the new fall stock of their manufacture, which has just been received, is to be sold here at a choice of \$2.50 a pair.

These Carlisle Shoes come in both button and lace, and in eleven different styles—broad Walking Shoes with extra heavy soles, medium-weight soles, the new English mannish styles, and others, with and without patent-leather tips, and every pair is made of selected kid stock with hand-sewed welts, and we agree to replace any pair that do not prove satisfactory.

The sale of Ladies' New Autumn Shoes at \$1.50 continues, and you will acknowledge as have hundreds of others of this past week they are the best one dollar and a half Shoes it has ever been your privilege to buy.

Getting the Boys Ready for School Is an Easy Task at The Meyer Store. Four More Special Clothing Sales.

If you buy Boys' \$3.50 Suits look at these All-Wool Navy-Blue and Black Cheviot Double-Breasted Suits for boys, ages 9 to 15 years, which we have to sell for \$1.98.
If you buy Boys' \$3 Suits here are a line of Medium Color Tan Cassimere Double-Breasted Suits, for boys 9 to 15 years, which we are selling for \$1.48.
If you buy Boys' \$3.50 Suits we are selling a special make of Double-Breasted Suits, 9 to 15 years, pants of which are made with double seats and knees, for \$1.98.
If you buy Boys' one-dollar Pants you will want to take advantage of this sale of the very best one-dollar Corduroy Pants, all sizes, which we are selling for 59c.

The Fall Stock of Our Special Make of Suits \$3.50 to \$6 is Now Ready.

White Goods.

Full-yard-wide Pure White All-Linen Lawn, real value 40c., for, 29c.
Pure White Cambric, yard wide, the 8c. kind, for, 5c.
English Lawn Cloth, 12 yards in piece, 75c.
Extra Fine English Long Cloth, 12-yard piece, 51c.
40-inch Lawn, pure white, usually 1c., to close, per yard, 8c.
The 1c. Soft White Nainsook, for, per yard, 10c.
The 2c. Fine French Nainsook, 42 inches wide, per yard, 17c.

New Autumn Skirts.

We are ready with everything new in Ladies' Dress Skirts, and the first sale this Monday should prove very attractive.
Habit Skirts, of elegant Black Crepon, which would readily bring \$8.50, for, \$5.98.
A New Gold Walking Skirt, solid color outside, plaid face, without lining, sells in largest cities at \$12.50, our price, \$8.50.
Gray Homespun Skirts are now fashion favorites. We have both light and dark Gray in proper width, 40c.
This special lot of Black and Blue Serge Skirts are such as would have sold for \$2.50. We can promise no more for less than that price after this sale. These are—\$1.50.

The Annual Sale of School Supplies.

Polished Ornamental-Top Pencil Boxes, 5c.
Hardwood Pencil Box, containing Pen and Holder, Lead and Slate Pencils, and Chalk, 10c.
Hardwood Pencil Box, Black board cover, 30c.
Japanese Pencil Box, ornamental top, 10c.
Steel Pens, per gross, 35c.; per dozen, 4c.
Pencil Sharpeners, two for, 1c.
Wood Slate Pencils, two for, 1c.
Soapstone Slate Pencils, ten for, 1c.
Lead Pencils, per dozen, 3c., or 3 for 1c.
Rubber-Tipped, Good Quality Lead Pencils, per dozen, 10c.
School Compasses, with Pencil, 10c.
Crayons, assorted colors, per box, 3c.
Composition-Books, 75 sheets, good quality paper, 4c.
Polished Rulers, 1c.
10-sheet Pencil Pads, 1c.
20-sheet Pencil Pads, 2c.
50-sheet Pencil Pads, 3c.
Single Slates, 8, 7, and 5c.
Double Slates, 15, 12, and 10c.
Penholders, Red or Black, any size, 1c.
Large Size School Sponges, any initial, nicely lined, and rings, complete, 75c.
Double School-Bags, any initial, rings, complete, 50c.
Single School-Bags, any initial, for 3c.
Book Straps, 25, 10, 5, and 3c.

The Furniture Department.

White Enamel Child's Beds, 2 feet 6 inches wide, 4 feet 6 inches long, brass vases with rollers, \$3.99.
Handsome White Enamel Bed, single and double, 4 1/2 feet high, brass trimmings, \$3.69.
Brass Bed (double) 4 1/2 feet high 4 feet 6 inches wide, 6 feet 4 inches long. This bed \$9.50.
8-foot Extension Table, solid oak, carved feet, made by skilled workmen, \$7.50.
Antique Bureau, solid oak, 3 drawers, bevelled plate mirror, at \$6.49.

Couches Upholstered in best figured velour, full spring edge. This couch sells for \$12. Special, \$8.50.
This Diner, cane-seat, brace arm, solid oak. Price 79c.

Golden Oak Cane-Seat, triple rounds, the only cane 49c.

Added to the Blanket sale are these Crib Blankets:

California Crib Blankets, silk binding, pink and blue borders, size 22x36, 45, size 36x50, \$2.50.
Princess California Crib Blankets, pink and blue borders, size 22x36, 45, size 36x50, for \$1.25.
Crib Blankets, soft and fleecy, wide pink and blue borders, size 20x30, 75c.
AT \$2.00 A PAIR—The celebrated Saxonyville Blanket in gray, size 72x84 inches.
AT 10c. EACH—Double-End Blankets, colored borders.
AT 25c. A PAIR—The top-notch of Blanket values, very aptly named by the manufacturer "100 per cent. wool"; pure white, size 72x84 inches, nearly 5 pounds, silk and taffeta-bound, no more luxury if you paid 50.
AT \$3 A PAIR—Umatilla Indian Summer Blanket, made in the State of Oregon, in real Indian fashion, of finest western wool.
AT \$10 A PAIR—The well-known Wedding Blanket, "Omaha," highly artistic borders, size 96x120, of fine California wool.
AT \$1.50 A PAIR—Pure-White, Fleecy, Warm Cotton Blankets, with dainty or brightly-colored borders, 95x125 inches.
AT \$2.50 A PAIR—A Pure-White, Soft-Wool Blanket, the last season for as good a blanket at this price.
AT \$4 A PAIR—The Homestead Blanket, all pure wool filling, weaves fine, strong cotton warp, forming the best wearing kind of a blanket, weighing nearly 6 pounds.

Hosiery Sales.

For Ladies' French Lisle-Thread, 14c.
Fancy Drop-Stitch Hose, double heels, toes, and soles; should be 25c.
For Ladies' Full Seamed Cotton 2c.
Hose, Black and Tan; usually 12 1/2-20.
7c. Hose.
For Children's Seamless 8c.
seamless, all sizes and different ribbed.

Other Specials.

Dance of Brownies, 23c.
I've Just Received a Telegram from Baby, 24c.
My Hannah Lady, 24c.
Nordica Waltz, 39c.
Wedding March (Lohengrin), 9c.
Ave Maria (inter-mezzo), 9c.
Uncle Sam the Dog of War, 25c.
Sent by mail on receipt of price and 2c. for postage.